



FOOD SAFETY PROJECT FOR THE WISCONSIN FRESH FRUIT AND VEGETABLE INDU

Constant Contact Survey Results

Survey Name: WI Grower Survey
Response Status: Partial & Completed
Apr 13, 2010 7:26:44 PM

The following result(s) are limited to 9 respondent(s) who answered:

I am a commercial-scale grower
to:
Which one of the following best describes the type of grower you are (or you represent)?

TextBlock:

First, please tell us about you and your farm.

* Please select one of the following.

Answer	0%	100%	Number of Response(s)	Response Ratio
I am a grower	<div></div>		8	88.8 %
I am a representative of a group/association of growers (If so, please complete the following questions as best you can represent what your average constituency response might be.)	<div></div>		1	11.1 %
No Response(s)			0	0.0 %
Totals			9	100%



Where is your farm located?

Where is your farm located?				
Answer	0%	100%	Number of Response(s)	Response Ratio
Wisconsin			9	100.0 %
Outside of Wisconsin			0	0.0 %
No Response(s)			0	0.0 %
Totals			9	100%



Which one of the following best describes the type of grower you are (or you represent)?


Answer	0%	100%	Number of Response(s)	Response Ratio
I am a small-scale, diversified grower	<div></div>		0	0.0 %
I am a commercial-scale grower	<div></div>		9	100.0 %
No Response(s)	<div></div>		0	0.0 %
Totals			9	100%



How many acres of fruits and vegetables do you farm?






Answer	0%	100%	Number of Response(s)	Response Ratio
0 acres			0	0.0 %
<10 acres	<div></div>		1	11.1 %
11-50 acres	<div></div>		2	22.2 %
51-100 acres			0	0.0 %
101-500 acres	<div></div>		4	44.4 %
501-1,000 acres			0	0.0 %
>1,000 acres	<div></div>		2	22.2 %
No Response(s)			0	0.0 %
Totals			9	100%

How long have you been farming fruits and vegetables?

Answer	0%	100%	Number of Response(s)	Response Ratio
<5 years			1	11.1 %
6-10			0	0.0 %
11-15			2	22.2 %
16-20			1	11.1 %
>20 years			5	55.5 %
No Response(s)			0	0.0 %
Totals			9	100%

*

How many different fruits and vegetables (not varietals) did you grow last year?



Answer	0%	100%	Number of Response(s)	Response Ratio
1			2	22.2 %
2-5			3	33.3 %
6-10			1	11.1 %
11-20			2	22.2 %
21-50			0	0.0 %
>50			1	11.1 %
No Response(s)			0	0.0 %
Totals			9	100%

*

In terms of sales, what are your top two fruits and vegetables?

9 Response(s)

Do you also raise animals on your farm?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			7	77.7 %
No			2	22.2 %
No Response(s)			0	0.0 %
Totals			9	100%

*

Do you own your farm business or are you an employee?

Answer	0%	100%	Number of Response(s)	Response Ratio
I am the owner of the business	<div><div></div></div>		8	88.8 %
I am an employee of the business owner	<div><div></div></div>		1	11.1 %
No Response(s)			0	0.0 %
Totals			9	100%

*

How many seasonal employees do you have?

How many seasonal employees do you have?			Number of Response(s)	Response Ratio
Answer	0%	100%		
0			0	0.0 %
1-2	<div></div>		2	22.2 %
3-10	<div></div>		1	11.1 %
11-25	<div></div>		1	11.1 %
>25	<div></div>		5	55.5 %
No Response(s)			0	0.0 %
Totals			9	100%

*

Do you pack your fruits and vegetables?

Do you pack your fruits and vegetables?				
Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		5	55.5 %
No	<div><div></div></div>		4	44.4 %
No Response(s)			0	0.0 %
Totals			9	100%

*

How do you pack your fruits and vegetables?

Answer	0%	100%	Number of Response(s)	Response Ratio
They are packed in the field			0	0.0 %
They are packed in a packing facility/shed	<div></div>		5	55.5 %
Totals			9	100%

What was your fresh fruit and vegetable-related gross revenue last year?

Answer	0%	100%	Number of Response(s)	Response Ratio
<\$10,000			1	11.1 %
\$10,000-\$25,000			0	0.0 %
\$25,000-\$50,000			2	22.2 %
\$50,000-\$100,000			1	11.1 %
\$100,000-\$500,000			2	22.2 %
>\$500,000			3	33.3 %
No Response(s)			0	0.0 %
Totals			9	100%

*

How did you market your fresh fruits and vegetables in 2009? (Please check one box for each item.)

1 = All of my sales, 2 = Most of my sales, 3 = About half of my sales, 4 = Some of my sales, 5 = I had no sales in this category

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Farmers markets						9	4.6
CSA						9	4.8
On-farm farmstand						9	3.8
Through a cooperative						9	4.3
To an auction house						9	4.9
To a retailer (grocer, supermarket)						9	4.3
To a wholesaler, distributor, or aggregator						9	4.0
To a processor						9	4.1
Direct to restaurants						9	4.4
Direct to an institution (school, prison, hospital)						9	4.7

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How did you get your fresh fruit and vegetables to market in 2009? (Please check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Buyers (or a third-party) picked up on the farm			5	55.5 %
We transported the produce in a non-refrigerated farm-owned truck			2	22.2 %
We transported the produce in a refrigerated farm-owned truck			3	33.3 %
Other			1	11.1 %
Totals			9	100%





* Have you ever had a third party audit for your farm (such as being certified organic)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		5	55.5 %
No	<div><div></div></div>		4	44.4 %
No Response(s)			0	0.0 %
Totals			9	100%

More specifically, which audit(s) have you had? (please select all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Organic certification	<div><div></div></div>		3	33.3 %
Food safety certification	<div><div></div></div>		2	22.2 %
Food Alliance certification			0	0.0 %
Other	<div><div></div></div>		3	33.3 %
Totals			9	100%

Do you find value in third party certifications?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, it has increased my sales			2	22.2 %
No, it has not increased my sales			4	44.4 %
Other			1	11.1 %
No Response(s)			2	22.2 %
Totals			9	100%

TextBlock:

Next, please share your insights about on-farm food safety.



Are you familiar with the guidelines for the USDA GAP/GHP audit?

Are you familiar with the guidelines for the USDA CAP / CAP+ adult?				
Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		7	77.7 %
No	<div><div></div></div>		2	22.2 %
No Response(s)			0	0.0 %
Totals			9	100%






Do you have a written on-farm food safety plan?

Do you have a written on-farm food safety plan?			Number of Response(s)	Response Ratio
Answer	0%	100%		
Yes			1	11.1 %
No			5	55.5 %
In progress			3	33.3 %
No Response(s)			0	0.0 %
Totals			9	100%

Are you aware of pending federal legislation regarding on-farm food safety?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, I am aware and I am not concerned	<div><div></div></div>		3	33.3 %
Yes, I am aware and I am concerned	<div><div></div></div>		5	55.5 %
No, I was not aware of this	<div><div></div></div>		1	11.1 %
No Response(s)			0	0.0 %
Totals			9	100%

* Among other factors, where does on-farm food safety rank in guiding how you will plan, grow, harvest, and market your produce next year?

Answer	0%	100%	Number of Response(s)	Response Ratio
It will play a large role			3	33.3 %
It will play a small role			4	44.4 %
It will play no role			2	22.2 %
No Response(s)			0	0.0 %
Totals			9	100%

Are you feeling pressure to address on-farm food safety and if so, where is the pressure coming from?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, I am feeling pressure from the government			4	44.4 %
Yes, I am feeling pressure from my peers			0	0.0 %
Yes, I am feeling pressure from my buyers/consumers			3	33.3 %
No, I am not feeling pressure			5	55.5 %
Other			0	0.0 %
Totals			9	100%



What actions have you taken or do you take on a regular basis in regards to on-farm food safety?

1 = Yes, 2 = No, 3 = Not applicable

Answer	1	2	3	Number of Response(s)	Rating Score*
Irrigation and/or wash water is tested				9	1.2
Wash water is treated/disinfected				9	2.0
Fresh fruits and vegetables are immediately cooled after harvest				9	1.7
Fresh produce stored on the farm is kept under refrigeration				9	1.6
Restroom facilities (with soap and towels) are provided in the field				9	1.7
Contact is minimized between farm animals and fields used for growing				9	1.2
Harvest tools and equipment are regularly sanitized				9	1.7
We use composted manures				9	1.8
Produce sold is clearly marked as being from my farm				9	1.7

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How did you become familiar with on-farm food safety practices?

Answer	0%	100%	Number of Response(s)	Response Ratio
My buyer gave me information			2	22.2 %
I learned from the media			1	11.1 %
I attended a workshop given by (please enter organization below)			3	33.3 %
I read a book, handout, or manual			5	55.5 %
I did on-line research or training			4	44.4 %
From another grower			0	0.0 %
I am not familiar with on-farm food safety practices			0	0.0 %
Other			1	11.1 %
Totals			9	100%

What are you hearing from your buyers and consumers when it comes to food safety?

Answer	0%	100%	Number of Response(s)	Response Ratio
Nothing	<div><div></div></div>		3	33.3 %
People are concerned, but are not asking me direct questions about my farm	<div><div></div></div>		2	22.2 %
People are asking me direct questions about my farm	<div><div></div></div>		3	33.3 %
People are asking me if I am food safety certified	<div><div></div></div>		1	11.1 %
Other			0	0.0 %
No Response(s)			0	0.0 %
Totals			9	100%

* Have you ever participated in an on-farm food safety audit/certification process?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		3	33.3 %
No	<div><div></div></div>		6	66.6 %
No Response(s)			0	0.0 %
Totals			9	100%

Why did you choose to have your farm audited/certified?

3 Response(s)



How many different crops have you had audited?

Answer	0%	100%	Number of Response(s)	Response Ratio
1	<div><div></div></div>		2	22.2 %
2			0	0.0 %
3			0	0.0 %
Other	<div><div></div></div>		1	11.1 %
No Response(s)	<div><div></div></div>		6	66.6 %
Totals			9	100%



How many different food safety audits do you participate in annually to satisfy your buyers requirements?

Answer	0%	100%	Number of Response(s)	Response Ratio
1	<div><div></div></div>		2	22.2 %
2			0	0.0 %
3	<div><div></div></div>		1	11.1 %
Other			0	0.0 %
No Response(s)	<div><div></div></div>		6	66.6 %
Totals			9	100%



Which on-farm food safety audits have you had?

Answer	0%	100%	Number of Response(s)	Response Ratio
USDA GAP/GHP audit	<div><div></div></div>		3	33.3 %
Sysco/Primus Labs audit	<div><div></div></div>		1	11.1 %
Other	<div><div></div></div>		2	22.2 %
Totals			9	100%

How many hours did it take to prepare for the audit(s)?

Answer	0%	100%	Number of Response(s)	Response Ratio
<24			0	0.0 %
25-48	<div><div></div></div>		1	11.1 %
>48	<div><div></div></div>		2	22.2 %
No Response(s)	<div><div></div></div>		6	66.6 %
Totals			9	100%



What resources/tools helped you to prepare for the audit(s)? (Please select all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Talking to my peers	<div></div>		1	11.1 %
University of Wisconsin Extension	<div></div>		1	11.1 %
WI Department of Agriculture, Trade, and Consumer Protection	<div></div>		2	22.2 %
My buyer(s): Please name below	<div></div>		2	22.2 %
A farming organization: Please name below	<div></div>		1	11.1 %
Self-audit: Please tell us how you obtained one	<div></div>		1	11.1 %
Online resource(s): Please name below	<div></div>		1	11.1 %
Other			0	0.0 %
Totals			9	100%

How much total did you spend to prepare for your first audit?

Answer	0%	100%	Number of Response(s)	Response Ratio
<\$500			0	0.0 %
\$500-\$1,000	<div></div>		1	11.1 %
\$1,000-\$5,000	<div></div>		2	22.2 %
>\$5,000			0	0.0 %
No Response(s)	<div></div>		6	66.6 %
Totals			9	100%

How much did you spend in the past year to prepare for the audit(s) and pay the auditor(s)?

Answer	0%	100%	Number of Response(s)	Response Ratio
<\$500			0	0.0 %
\$500-\$1,000	<div></div>		1	11.1 %
\$1,000-\$5,000	<div></div>		1	11.1 %
>\$5,000	<div></div>		1	11.1 %
No Response(s)	<div></div>		6	66.6 %
Totals			9	100%

* How would you characterize the process of being audited? (Please check one box for each item)

Please comment on what would help the process.

1 = Difficult, 2 = Somewhat difficult, 3 = Not difficult

Answer	1	2	3	Number of Response(s)	Rating Score*
Making upgrades on my farm to minimize food safety risks				3	2.0
Financing the audit process				3	2.3
Preparing for the audit process				3	2.0
Scheduling and coordinating with auditor				3	2.3
Finding time				3	1.7
Finding information/help				3	2.0
Managing records				3	1.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

* Please tell us about your decision not to participate in a certification program. (Please check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Not critical for how I market my produce			5	55.5 %
Cannot afford to invest in upgrades to my farm to pass an audit			0	0.0 %
Cannot afford the audit			0	0.0 %
Cannot prepare without assistance			0	0.0 %
Other			1	11.1 %
Totals			9	100%

Would you pursue food safety certification (such as a GAP audit) if the cost of doing so was in part subsidized?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			3	33.3 %
No			2	22.2 %
No Response(s)			4	44.4 %
Totals			9	100%



Have you assessed your on-farm food safety risks?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes I have	<div></div>		2	22.2 %
Yes, I am currently in the process of doing so	<div></div>		1	11.1 %
No, but I intend to in the near future	<div></div>		1	11.1 %
No, but I am interested in learning more	<div></div>		2	22.2 %
No, I do not have plans to			0	0.0 %
No Response(s)	<div></div>		3	33.3 %
Totals			9	100%



Have you created a written on-farm food safety plan to address potential sources of risk on your farm?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes I have			0	0.0 %
Yes, I am currently in the process of doing so	<div></div>		1	11.1 %
No, but I intend to in the near future	<div></div>		1	11.1 %
No, but I am interested in learning more	<div></div>		2	22.2 %
No, I do not have plans to	<div></div>		2	22.2 %
No Response(s)	<div></div>		3	33.3 %
Totals			9	100%



Are you pursuing third-party on-farm food safety certification?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, I am currently in the process of doing so			0	0.0 %
No, but I intend to in the near future			0	0.0 %
No, but I am interested in learning more	<div></div>		3	33.3 %
No, I do not have plans to	<div></div>		3	33.3 %
No Response(s)	<div></div>		3	33.3 %
Totals			9	100%

How many different crops would you need to have certified?

Answer	0%	100%	Number of Response(s)	Response Ratio
1	<div></div>		1	11.1 %
2	<div></div>		1	11.1 %
Other	<div></div>		1	11.1 %
No Response(s)	<div></div>		6	66.6 %
Totals			9	100%

* If you are interested in assessing your on-farm food safety risks, creating a written on-farm food safety plan, and/or pursuing third-party on-farm food safety certification, what would help you to prepare?
(Please check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
One-on-one technical assistance/consulting	<div></div>		1	11.1 %
Training and/or workshop	<div></div>		2	22.2 %
Written preparation guide	<div></div>		2	22.2 %
Online preparation guide	<div></div>		2	22.2 %
Help with financing upgrades to my farm to pass an audit	<div></div>		2	22.2 %
Not applicable	<div></div>		2	22.2 %
Other	<div></div>		0	0.0 %
Totals			9	100%

* If you were to attend an on-farm food safety training that would provide an overview of GAP/GHP and explain in detail how to develop your own on-farm food safety plan, how much time and money would you be willing to invest in it? (Please check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Half day	<div></div>		4	44.4 %
Full day	<div></div>		1	11.1 %
<\$50	<div></div>		3	33.3 %
>\$50	<div></div>		1	11.1 %
I am not interested in attending a training	<div></div>		2	22.2 %
Totals			9	100%

TextBlock:

Almost done!

What can the state of WI do to best help you meet your on-farm food safety goals?
(Such as technical assistance in developing a food safety plan, general food safety training workshop, a cost-share program to subsidize an audit.)

6 Response(s)

21.

Our needs assessment of fruit and vegetable growers will inform a set of recommendations we make to the WI DATCP. Make sure your voice is heard!

Would you be willing to participate in a 10 minute follow-up phone interview to elaborate on your food safety concerns, needs, and ideas as a grower?

If yes, please give us your name, phone number and the best time to call.

3 Response(s)